

Message Text

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ACTION COME-00

INFO OCT-01 ARA-16 ISO-00 CIAE-00 DODE-00 INR-10 NSAE-00

PA-04 RSC-01 USIA-15 PRS-01 SPC-03 SAM-01 L-03 EB-11

SCI-06 EPA-04 CEQ-02 TRSE-00 SS-20 NSC-10 OMB-01

DRC-01 /110 W

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R 090022Z FEB 74

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 9980

UNCLAS SECTION 1 OF 2 MEXICO 1106

E.O. 11652: N/A

TAGS: PFOR, SENV, SCUL, MX

SUBJECT: MEXICO'S PARTICIPATION IN EXPO 74 AT SPOKANE: VISIT
BY EXPO PRESIDENT COLE

REFS: STATE 023533, 2/5; MEXICO 777, 1/29

1. FOLLOWING RECEIPT OF EMBASSY'S 777, WHICH REPORTED DECISION OF MEXICAN NATIONAL TOURISM COUNCIL NOT TO PARTICIPATE IN EXPO 74, US COMMISSIONER J. WELLES HENDERSON INFORMED US THAT KING COLE, PRESIDENT OF THE EXPOSITION, WOULD BE ARRIVING AT MEXICO CITY ON FEB. 1. HENDERSON WAS TOLD THAT THE LONG WEEKEND (FEB. 5 BEING A NATIONAL HOLIDAY) WOULD MAKE IT VERY DIFFICULT FOR COLE TO OBTAIN APPOINTMENTS. WE ALSO CALLED COLE AND EXPLAINED THIS TO HIM. IN VIEW OF THE URGENCY OF THE MATTER, HOWEVER, COLE DECIDED TO COME TO MEXICO AT ONCE, AND THE EMBASSY HAS MADE EVERY EFFORT TO ASSIST HIM TO MEET WITH GOM OFFICIALS AND OTHERS.

2. AFTER CALLING ON THE AMBASSADOR SHORTLY FEB. 1 AND MEETING WITH COUNSELOR FOR SCIENCES FEB 74 AND COMMERCIAL COUNSELOR (AND LATER WITH DIRECTOR OF US TRAVEL SERVICE OFFICE), COLE SAW ROMULO O'FARRILL, JR., INFLUENTIAL NEWSPAPER PUBLISHER AND BUSINESSMAN,

WHO PROMISED TO TALK TO GOM OFFICIALS IN EFFORT SUPPORT

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RECONSIDERATION OF DECISION TO WITHDRAW. COLE HAS ALSO TALKED

WITH SEVERAL PEOPLE IDENTIFIED BY HIS OWN SOURCES AS POSSIBLE USEFUL CONTACTS. ONE OF THESE DISCUSSIONS LED TO A PROMISE BY A LOCAL BUSINESSMAN TO BRING THIS MATTER BY CABLE TO THE ATTENTION OF HIS CLOSE FRIEND FOREIGN MINISTER RABASA, WHO IS NOW VISITING EUROPE WITH PRESIDENT ECHEVERRIA. CABLE WAS TO BE SENT FEB. 7 TO RABASA, CARE MEXICAN EMBASSY, VIENNA, WHERE ECHEVERRIA SCHEDULED ARRIVE OVER WEEKEND.

3. ONE FEB. 6, FOLLOWING A CALL ON ACTING FOREIGN SECRETARY GALLASTEGUI, AMBASSADOR JOVA, BY PRE-ARRANGEMENT, PRESENTED COLE TO GALLASTEGUI. COLE DETAILED DISCUSSIONS LEADING UP TO DECISION LAST YEAR BY TOURISM COUNCIL HEAD, EX-PRESIDENT MIGUEL ALEMAN, TO PROGRAM FOR MEXICAN PARTICIPATION IN SPOKANE FAIR AND SIGNATURE OF CONTRACT BY TOURISM COUNCIL, AMOUNTING TO FORMAL COMMITMENT, ACCORDING BIE RULES. HE EMPHASIZED FACT THAT LOCATION FOR MEXICAN EXHIBITION WAS ONE OF CHOICEST, IN CENTER OF GROUNDS, NEXT TO US PAVILLION, AND THAT ABUILDING TO HOUSE IT ALREADY COMPLETED. HE INDICATED THE DISAPPOINTMENT THAT WOULD RESULT FROM MEXICO'S FAILURE AT THIS LATE DATE TO KEEP A COMMITMENT MADE TO PARTICIPATE AND EMPHASIZED THE OPPORTUNITIES THAT PARTICIPATION WOULD PROVIDE IN AREAS OF TRADE AND TOURISM, IN ADDITION TO ENVIRONMENTAL QUESTIONS RELATED TO THEME OF FAIR. GALLASTEGUI SAID THAT HE AND THE FOREIGN MINISTER APPRECIATED THE OPPORTUNITY PROVIDED MEXICO BY "EXPO 74" AND STATED HIS STRONG SUPPORT FOR MEXICAN PARTICIPATION. HOWEVER, HE SAID THAT RESPONSIBILITY FOR MEXICO'S PARTICIPATION LAY IN THE HANDS OF THE TOURISM COUNCIL AND MEXICO'S FOREIGN TRADE INSTITUTE (IMCE), THE AGENCIES WHICH WOULD HAVE TO PROVIDE MOST OF THE BUDGET REQUIRED. HE REFERRED TO PRESIDENT ECHEVERRIA'S STRUGGLE AGAINST INFLATION, AND DECISION TO CUT GOVERNMENT COSTS TO THE BARE ESSENTIALS. HE INDICATED THAT COLE WAS ON THE RIGHT TRACK IN PURSUING THE MATTER FURTHER WITH EX-PRESIDENT MIGUEL ALEMAN AND MIGUEL GUAJARDO, ALEMAN'S ASSISTANT. HE ADDED THAT ALTHOUGH IT WAS NOT UP TO THE FOREIGN MINISTRY TO DETERMINE MEXICAN PARTICIPATION, COLE COULD COUNT ON THAT MINISTRY'S SUPPORT TO THE EXTENT THAT IT WOULD HAVE ANY EFFECT ON THE ULTIMATE DECISION. HE MADE NO MENTION OF ANY COMMUNICATION FROM AMBASSADOR OLLOQUI, BUT EMBASSY UNDERSTANDS OLLOQUI TOLD HENDERSON HE HAD TALKED TO RABASA RECENTLY IN WASHINGTON, AND HE WOULD STRONGLY RECOMMEND THAT THE GOM PARTICIPATE.

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4. MR. COLE LEFT THE MEETING WITH ACTING SECRETARY GALLASTEGUI TO ATTEND A MEETING WITH GUAJARDO TO PURSUE THE MATTER FURTHER-- ESPECIALLY TO DISCUSS THE ECONOMICS OF MEXICO'S PARTICIPATION AND TO DEMONSTRATE THAT CONTRARY TO AN ESTIMATE MADE BY MEXICAN ARCHITECTS WHO RECENTLY VISITED THE EXPO GROUNDS AND CONCLUDED THAT A BUDGET OF \$360,000 WOULD BE NECESSARY, MEXICAN COSTS COULD BE CONSIDERABLY LOWER. GUAJARDO EXPLAINED THAT THE DECISION

TO WITHDRAW HAD BEEN TAKEN ENTIRELY ON THE BASIS OF THE EXPENSE INVOLVED. HE CONFIRMED THAT THE TOURISM COUNCIL HAD \$40,000 BUDGETED FOR EXPO BUT, AS EXPLAINED IN OUR 777, THE COUNCIL HAD FOUND IT IMPOSSIBLE TO OBTAIN CONTRIBUTIONS OF THE REMAINDER OF THE REQUIRED FUNDS FROM OTHER GOM AGENCIES. GUAJARDO EXPLAINED THAT UNLESS IMCE CHANGED ITS POSITION, OR PRES. ECHEVERRIA HIMSELF DECIDED THAT MEXICO SHOULD PARTICIPATE, IT WAS EXTREMELY UNLIKELY THAT THE NEGATIVE DECISION WOULD BE REVERSED. SUCCINTLY PUT, GUAJARDO SAID THAT THE WHOLE MATTER WAS BEING LEFT UP TO THE PRESIDENT FOR FINAL DECISION. (ALEMAN WAS STILL OUT OF TOWN BUT AMBASSADOR JOVA TOLD COLE THAT HE WOULD PURSUE THE SUBJECT FURTHER IN A COURTESY CALL HE WILL MAKE ON THE EX-PRESIDENT NEXT WEDNESDAY.

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ACTION COME-00

INFO OCT-01 ARA-16 ISO-00 CIAE-00 DODE-00 INR-10 NSAE-00

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R 090022Z FEB 74

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 9981

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5. COLE CALLED ON JORGE CANAVATI, DIRECTOR OF INTERNATIONAL PROMOTION OF IMCE, LATER ON FEB. 6, ACCOMPANIED BY COMMERCIAL COUNSELOR, BUT RECEIVED NO ENCOURAGEMENT THAT IMCE WOULD CHANGE ITS MIND. HE EXPLAINED THAT IMCE WAS ONLY INTERESTED IN TRADE FAIRS AND DID NOT FIND EXPO 74 TO BE THE TYPE OF VEHICLE IT NEEDED TO STIMULATE MEXICAN EXPORTS. HE DID AGREE TO SPEAK WITH A MEMBER OF THE PRESIDENT'S PARTY IN EUROPE AS SOON AS POSSIBLE, BUT HE COULDN'T PROMISE THAT THIS MATTER WOULD BE BROUGHT TO THE PRESIDENT'S ATTENTION WITH A FAVORABLE RECOMMENDATION ON THE PART OF IMCE.

6. SCICOUN TOOK THE MATTER UP ON FEB. 7 WITH TOP CONACYT (SCIENCE COUNCIL) OFFICIALS DR. ENRIQUE MARTIN DEL CAMPO, DIRECTOR FOR INTERNATIONAL COOPERATION AND DR. JORGE VARGAS, IN CHARGE RELATIONS WITH US, WHO EXPRESSED HIGH INTEREST IN FAVORABLE ACTION BY GOM SINCE THEY WOULD WANT THEIR AGENCY REPRESENTED IN MEXICO PAVILLION. CONACYT, HOWEVER, WOULD NOT BE ABLE PROVIDE FINANCIAL SUPPORT OTHER THAN THAT REQUIRED FOR OWN PARTICIPATION. EMBREP HAS APPOINTMENT DISCUSS MATTER WITH UNDERSECRETARY FOR ENVIRONMENTAL IMPROVEMENT VIZCAINO MURRAY WHEN LATTER RETURNS MEXICO CITY FEB.11.

7. IN COURTESY CALL ON PRESIDENTIAL SECRETARY CERVANTES DEL RIO TODAY, AMBASSADOR JOVA HAD OCCASSION TO MENTION SPOKANE UNCLASSIFIED

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FAIR AND THE GREAT OPPORTUNITY IT PROVIDED MEXICO IN TOURISM AND TRADE AREAS (IN ADDITION TO ENVIRONMENTAL QUESTION) WHICH ARE OF SPECIAL INTEREST TO CERVANTES. PRESIDENTIAL SECRETARY CONCURRED WHOLEHEARTEDLY AND WHEN APPRISED OF CURRENT DIFFICULTIES RELATED TO MEXICAN PARTICIPATION, HE VOLUNTEERED TO GET IN TOUCH WITH ALEMAN AND WITH JULIO FAISLER, HEAD OF IMCE (WHO IS ALSO WITH PRESIDENT IN EUROPE). DEPENDING ON RESULTS HIS CONVERSATION WITH ALEMAN ON THIS SUBJECT DURING COURTESY CALL SCHEDULED FOR EARLY NEXT WEEK, AMBASSADOR JOVA WILL CONTINUE PURSUE THIS HIGH-LEVEL INTEREST IN GOM PARTICIPATION.
JOVA

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